INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1611 — Washington, D. C. — November 24, 1956

Government and Industry Meet To Coordinate Activities on Corn Promotion; Several Campaigns Already Well Underway

Information personnel from government and industry held a joint conference in Washington, November 21, to exchange plans and ideas on the current promotion of canned corn. With G. Chester Freeman, who is the principal promotion executive in USDA's Plentiful Foods Program, and Nelson H. Budd, Information Director for N.C.A., as co-chairmen, representatives of the various USDA agencies and industry organizations reported on current publicity efforts now in progress and contemplated.

Mr. Freeman pointed out that in Plentiful Foods promotions conducted by USDA in the past the designation of dated peak promotional periods has been extremely useful, and there was general discussion of how best to achieve a concentrated activity and when to schedule it. The decision was that two peak periods during the next five months would be desirable, the first of these to be January 23 to February 2, and the second to be determined later and to be governed by the market situation. It was also considered desirable to give the peak period some special designation and there was agreement that it would be referred to by all parties as "Case O'Corn Week." In order to obtain maximum total effects in the encouragement of canned corn movement, various industry promoters agreed to heighten their efforts and to concentrate on this schedule without in any way lessening the volume or velocity of their current consumer and trade campaigns.

Mr. Freeman gave a full explanation of the various steps carried out by USDA's Food Trades Branch in the promotion of items on the Plentiful Food List, to which canned corn has been added. Roy W. Lennartson,

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Standards for Chopped Ham

The Agricultural Research Service of USDA has established a definition and standard of identity for chopped ham.

The order was signed November 14 and was effective immediately. Text of the order was published in the *Federal Register* of November 17, and is reproduced on page 359.

Human Dignity Impels Men To Efficiency, Says Hudson

Importance of the individual in the efficiency of production was stressed in an address by N.C.A. President William U. Hudson November 19 at the annual convention of the Pennsylvania Canners Association.

"An industrial organization is a human society, involving the interactions, activities, goals and sentiments of all its people. It is the people in our organizations and the general atmosphere and conditions that surround them and in which they work that determine how much we get done," he asserted.

Men hunger above all else for human dignity and resent "compulsory insignificance," Mr. Hudson pointed out. "Recognition of these human desires on the part of all the people in our organizations is inseparably linked to good, commonsense management, of large or small companies. Enthusiasm and good morale, and hence good, efficient productivity filters down from the top and must be passed along to the various levels of departmental supervision."

Mr. Hudson urged that management learn the art of communication with employees, saying that every employee has a natural hunger for information that affects him on his job. "He wants all the information he can get about his job—the good as well as the bad. He will get this information somewhere, from someone. He probably will get a lot of misinformation along with it if he doesn't get it from management."

Management, he said, should address itself to the crying need of the

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Members Asked To Indicate Attendance at Banquet

The N.C.A. this week pressed forward its plans for the special observance of the Association's 50th anniversary at the Golden Anniversary Banquet to be held during the 1957 Convention in Chicago.

In a letter to members, N.C.A. invited an indication of how many persons from each firm will wish to be present. Plans for the Banquet meanwhile are going forward, and it is expected that, after this preliminary survey of the membership, tickets will be placed on sale in about three weeks.

The Golden Anniversary Banquet, the social highlight of the 1957 Convention, will be held Sunday evening, February 17, in the Grand Ballroom of the Palmer House. As announced previously, John F. McGovern, 1949 President of the N.C.A., will be master of ceremonies, and special entertainment is being arranged in keeping with 50 years of N.C.A. leadership and the Convention theme of "Look to the Future."

It will assist materially in planning for this event if members will respond promptly, on the postcards provided, with regard to their plans for attendance.

Task Force Created for Review of Government Procurement

An interagency task force has been created for the review of government procurement policies and procedures.

Its creation is an outgrowth of Recommendation 5 of the Cabinet Committee on Small Business, which was established by the President and reported to him in August (see INFORMATION LETTER of Aug. 25, page 287).

Recommendation 5 calls for "a comprehensive review of procurement policies and procedures of all departments and agencies, including the legislation pertaining thereto, with a view to facilitating and extending the

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Canned Foods in Civil Defense

The importance of canned foods in the householders' emergency supply against a possibility of an atomic attack is prominently noted in two recent civil defense publications. The October issue of *Civil Defender*, published in Mobile, Ala., features a full-page illustration of a family shelter generously equipped with a wide variety of canned foods.

In the publication *It's Your Life* issued by the San Francisco Disaster Council and Corps, one chapter is devoted to "Supplies for a Ready Kit," to take care of six people for three days. In the list of food items recommended are various canned juices, vegetables, fruits and milk, and the recommendation is also made that special diets and infant food should be provided as required. It is recommended that this emergency supply be kept ready in cartons for moving into a shelter when the "take cover" siren sounds, or for placing in the auto trunk if the alert (evacuation siren) sounds.

Defense Dept. Establishes New Agency for Subsistence

As a major step toward putting military subsistence under a single manager, a new Military Subsistence Supply Agency has been established by the Department of Defense and the Quartermaster Market Center System has been officially disestablished.

The new organization is to handle all assigned functions of supply management for subsistence for all of the military services, including the determination of consolidated requirements, purchasing through its headquarters and field organization, and distribution.

The Military Subsistence Supply Agency was formally established October 26 under the command of an Executive Director as a unit of the Quartermaster System. Maj. Gen. Henry McKenzie has been appointed as the Executive Director for Subsistence to replace Maj. Gen. A. L. Marshall, who died October 20.

As a result of the establishment of the MSSA, the headquarters of the Market Center System now is designated as "Headquarters, Military Subsistence Supply Agency" and the Quartermaster Market Center offices are designated as "Military Subsistence Market Centers."

The reorganization was indicated by the N.C.A. about six months ago (see INFORMATION LETTER of May 12, page 203).

Review of Procurement

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participation of small businesses in work on government contracts."

Upon receiving the Cabinet Committee report, the President assigned responsibility for carrying out this recommendation to the General Services Administration. The GSA has established the interagency task force.

In carrying out the recommendation, GSA announced, the task force will make a year-long study, and final report will be submitted to the President by the end of 1957. However, immediate action to implement specific recommendations will be initiated whenever facts demonstrate that this will bring prompt results, it was said.

The task force is to work closely with the principal agencies procuring supplies and construction, and will study at close hand the problems confronting business firms as they deal with the federal government.

Chairman of the interagency task force is Paul A. Barron of the general counsel's office of GSA. Other departments and agencies represented on the task force are Agriculture, Atomic Energy Commission, Commerce, Defense, Interior, Post Office, and Veterans Administration.

QMC Requirements for Grape Juice, Grapefruit

Tentative requirements for canned grape juice and canned grapefruit from the 1956-57 pack to meet the needs of the armed forces were announced November 19 by the Department of Defense.

Procurement will be effected by the various Military Subsistence Market Center offices of the new Military Subsistence Supply Agency, with headquarters at 226 W. Jackson Blvd., Chicago 9, Ill.

Prepared by the Army QMC, the following estimated requirements, subject to modification, are listed to aid industry in planning production.

In addition to the official announcement listing estimated requirements in pounds, the requirements have been converted to cases, using conversion factors in *Army Supply Manual 10-1-8900:*

Item	Grade	Type and/or Style	Can Size	Quantity (pounds)	Quantity (cases)
Grape juice.....	A (Fancy)	Single-strength unsweetened	12/No. 3 cyl.	1,163,000	30,849
Grapefruit.....	A (Fancy)	Heavy or light syrup pack	24/No. 303	3,059,000	127,458

USDA Advisory Committees

F. M. Smith of the Stayton Canning Company Cooperative, Stayton, Ore., has been appointed a member of the USDA Vegetable Research and Marketing Advisory Committee. The appointment is one of 34 to fill vacancies on the various advisory committees.

R. H. Winters of The Larsen Co., Green Bay, Wis., is vice chairman of this committee, and other members of this group include Morton Adams, Alton Canning Co., Inc., Alton, N.Y., and J. F. Dezauche, Dezauche & Son, Opelousas, La.

Max R. Smith, general manager, Millburg Growers Exchange, Benton Harbor, Mich., has been appointed a member of the USDA Deciduous Fruit and Tree Nut Advisory committee. Already a member of this group is J. Willis Beidler, The C. H. Musselman Co., Biglerville, Pa.

Wisconsin Canners Association

W. H. Stare of Stokely-Van Camp, Inc., Columbus, was elected president of the Wisconsin Canners Association at the group's 52nd annual convention recently. Other officers elected were:

O. V. Otteson, Friday Canning Corp., New Richmond, vice president; W. C. Shorer, Jr., Reedsburg Foods Corp., Reedsburg, treasurer; K. S. Kneiske, Mammoth Spring Canning Co., Sussex, recording secretary; and Marvin P. Verhulst, Madison, reelected executive secretary.

Pennsylvania Canners Assn.

John A. Hauser of The C. H. Musselman Co., Biglerville, was elected president of the Pennsylvania Canners Association at the group's 42d annual convention.

Other officers elected were Charles O. Koller, Chas. G. Summers Company, New Freedom, vice president—vegetables; W. Howard Green, Concord Foods, Inc., Concordville, vice president—mushrooms; Edward J. Nowicki, Jr., Knouse Foods Cooperative, Inc., Peach Glen, vice president—fruits; Jack R. Grey, York, reelected executive secretary; and Miss R. M. Mears, reelected treasurer.

Consumer Service Division

The Director of the N.C.A. Consumer Service Division, Katherine R. Smith, spoke for the Stewards' & Caterers' of the Rochester, N. Y., area at a dinner meeting on November 19.

The members of the group are managers of group feeding services for industrial, institutional, hospital, large and small chains, large and small independent restaurants, hotels, and private and country clubs.

Miss Smith included in her talk information on production and consumption of fresh, frozen and canned foods, cost and price trends, buying and using canned foods for institutional meals, and a run-through of new developments in research being carried out in the canning industry.

Seventeen Magazine

"Pizza at its zesty best is made with true Italian ingredients," says an article entitled "Hi Fi Pizza Pie" in the November issue of *Seventeen* magazine. A page of color photographs show pizza being made in a New York pizzeria, while the article asserts that pizza will be the "most sizzling platter at your record party."

The featured pizza recipe calls for canned tomato paste. Recommended as alternates are canned tomato sauce or Italian-style tomatoes. Other canned foods in the article include mushrooms, anchovy fillets, and sausage.

Good Housekeeping

"Canned-Cranberry Favorites" appears in the section of short food features in the November issue of *Good Housekeeping* magazine. The feature consists of three dessert recipes and three relish suggestions using canned cranberry sauce.

Thanksgiving cooking was the theme of the articles included in the food section. Many canned foods were used in the recipes and menus.

Grocery Manufacturers Elect

Grocery Manufacturers of America, Inc., elected Paul S. Willis to his 22d term as president and chose two canners for top positions at the GMA annual meeting recently.

Walter S. Shafer, Armour & Co., Chicago, was named first vice president, and Dan F. Gerber, Gerber products Co., Fremont, Mich., was elected second vice president.

1956 Pack of Peaches

The 1956 pack of canned peaches totaled 32,364,033 actual cases compared with the 1955 pack of 25,958,943 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2½'s, the 1956 pack amounted to 27,896,811 cases compared with 22,537,682 cases in 1955.

State	1955	1956
	(*actual cases*)	
Michigan	313,698	385,692
Southeast	141,627	458,871
Wash. and Ore.	1,152,025	1,421,455
California, total	24,148,953	29,980,588
Cling	20,671,526	24,761,275
Elberta	3,292,271	4,857,042
Other free	185,156	362,271
Other states	202,640	117,427
U. S. Total	25,958,943	32,364,033

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of October has been reported by the Agricultural Marketing Service of USDA at 173,718 thousand pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, OCTOBER, 1956

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	9,624	10,794	20,418
Canned hams	21,534	360	21,894
Beef hash	327	7,745	8,072
Chili con carne	952	15,835	16,787
Vienna sausage	150	5,402	5,552
Frankfurters and wieners in brine	3	143	146
Deviled ham	.....	642	642
Other potted and deviled meat products	2	2,320	2,322
Tamales	224	3,302	3,526
Sliced, dried beef	31	262	294
Chopped beef	33	1,256	1,289
Meat stew	138	9,295	9,433
Spaghetti meat products	264	8,707	8,971
Tongue (not pickled)	52	118	170
Vinegar pickled products	1,100	1,323	2,423
Sausage	.....	599	599
Hamburger	219	2,490	2,710
Soups	1,687	42,995	4,682
Sausage in oil	307	253	560
Tripe	.....	295	295
Brains	12	256	269
Loins & picnics	1,585	103	1,688
All other products 20% or more meat	319	6,270	6,589
All other products less than 20% meat (except soup)	1,011	11,319	12,330
Total all products	39,577	132,088	171,665

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities packed for defense agencies, was 173,718 thousands pounds.

Canned RSP Cherry Stocks

A report on canners' stocks and shipments of canned RSP cherries has been issued by the N.C.A. Division of Statistics.

	1955–56	1956–57
	(*actual cases*)	
Carryover, July 1	124,814	354,613
Pack	4,902,237	2,748,671
Total supply	5,027,051	3,103,284
Stocks, Nov. 1	2,693,687	1,770,906
Shipments during Oct.	380,405	316,675
Shipments, July 1-Nov. 1	2,333,364	1,332,378

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1955	1956
	(*thousands of dozens*)	
Canner stocks, Jan. 1	74,083	77,017
Pack, Jan.-Oct.	129,388	132,708
Supply	203,471	209,725
Canner stocks, Nov. 1	71,850	72,374
Canner shipments during Oct.	11,957	13,031
Canner shipments, Jan.-Oct.	131,621	137,351

Domestic Sugar Quota

The third increase of the month in the total sugar quota for the continental U. S. was announced by USDA November 20. With this further increase of 100,000 tons, the 1956 quotas total 8,875,000 short tons, raw value.

USDA said that this latest quota increase was desirable because of increased demand resulting from the longshoremen's strike, an increased demand for ocean shipping space accompanied by higher ocean freight rates, a rise in sugar prices in the world market, and a relatively high level of domestic new-crop futures on the commodity market.

Parade Magazine

Parade, the Sunday supplement magazine with many leading newspapers, carried an article entitled "Grandma's Pumpkin Pie" in the November 18 issue. The completed pie was shown in a large black and white photograph covering over half a page. The accompanying recipe featured canned pumpkin.

Beth Merriman, food editor, said, "For years we have searched for the perfect pumpkin pie—the kind grandma used to make *without* a recipe. We tasted, tested and rejected until, at long last, we found what we were looking for in a faded 19th century cookbook. Here it is, slightly modified for today's taste. We think it is perfect; you will too!"

Forthcoming Meetings

Nov. 26-27—Ohio Canners Association, Annual Convention, Hotel Carter, Cleveland

Nov. 27—National Canners Association, Advisory Board to the Northwest Branch, Annual Meeting, together with Association of Pacific Fisheries, 43rd Annual Convention, Washington Athletic Club, Seattle.

Nov. 29—Maine Sardine Packers Association, Fall Meeting, Penobscot Hotel, Bangor

Nov. 29-30—Georgia Canners Association, Annual Convention, Dinkler-Plaza Hotel, Atlanta

Nov. 29-30—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Dec. 3-4—Minnesota Canners and Freezers Association, 50th Annual Convention, Hotel Radisson, Minneapolis

Dec. 3-4—Ontario Food Processors Association, Annual Convention, Royal York Hotel, Toronto

Dec. 6-7—Tri-State Packers Association, Annual Convention, Haddon Hall, Atlantic City, N. J.

Dec. 11—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland

Dec. 13-14—New York State Canners and Freezers Association, 71st Annual Convention, Hotel Statler, Buffalo

Jan. 6-10—National Frozen Food Convention, Fontainebleau Hotel, Miami Beach, Fla.

Jan. 9-11—Illinois Canners Association, Canners School, Urbana Lincoln Hotel, Urbana

Jan. 23-24—Wisconsin Canners Association, Raw Products Conference, University of Wisconsin, Madison

Jan. 24-25—Canners League of California, 34th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 27-30—Northwest Canners and Freezers Association, Annual Convention, Multnomah Hotel, Portland, Ore.

Jan. 28-29—Tri-State Packers Association, Fieldmen's School, Rutgers University, New Brunswick, N. J.

Jan. 28-29—Ohio Canners Association and Ohio Agricultural Experiment Station, Annual Conference for Canners, Fieldmen and Growers, Deshler-Hilton Hotel, Columbus

Jan. 28-30—Canadian Food Processors Association, 10th Annual Convention, Seigniory Club, Montebello, P. Q.

Jan. 30-31—Minnesota Canners and Freezers Association, 10th Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester

Jan. 30-Feb. 1—Pennsylvania Canners Association, 12th Annual Fieldmen's Conference, Pennsylvania State University, University Park

Feb. 4-5—Canners League of California, 3d Annual Conference for Processors' Fieldmen, Davis

Feb. 4-6—Michigan Canners and Freezers Association, Canners School, Michigan State University, East Lansing

Feb. 13-15—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

Feb. 16-19—National Canners Association, 50th Annual Convention, together with C.M.&S.A. and N.F.B.A., Chicago

Feb. 26-27—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames

March 6-7—Ozark Canners Association, 49th Annual Convention, Colonial Hotel, Springfield Mo.

March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia

March 17-20—National-American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago

March 20-21—Wisconsin Canners Association, Spring Meeting, Madison

March 22-23—Utah Canners Association, 45th Annual Convention, Hotel Utah, Salt Lake City

March 25-26—Canners League of California, 53d Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 28-29—Southwest Canners Association, Annual Meeting, Dallas, Texas

April 15-19—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago

May 10-11—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

May 19-22—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Hotel Roosevelt, New Orleans.

N.C.A. Movie Shown

"The Three Squares," the canning industry film produced and distributed under the N.C.A. Consumer and Trade Relations Program, was shown on November 15 before 100 members of the New England Wholesale Food Distributors institutional meeting, at Boston, Mass. The food group in attendance consisted of executive personnel and institutional salesmen, and the showing was arranged by G. A. McWilliams of H. A. Johnson Co., the president of N.E.W.F.D.

N.C.A. at Pennsylvania

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individual for personal recognition and status, to the need of people who work in groups for a feeling of importance and acceptance in their relationship with others; "These are compelling needs which must be dealt with—the needs of everyone from the president to the foreman to the sweeper.

"Besides their resistance to 'compulsory insignificance' people have another basic desire—economic security. This word 'security' has been kicked around for the past 20 years, and been given the whole gamut of definitions. For my purpose here, I would like to define it as the status where a person, through his own abilities and efforts, is able to provide for himself and his family their basic economic needs. I most certainly do not mean freedom from fear nor worry, nor the guaranteed life—which, itself, is weakening to individual character and must inherently remove from the individual the right of individual decision. But the problem of economic security for the individual cannot be solved within our system of free enterprise without management. It it is solved without management, it will be at the expense of our system.

"The trend for more economic security is certain to continue—no matter what political party happens to be in power in Washington. The policy will be for expanded employee security programs. Labor organization will continue to insist on greater benefits.

"I don't think we should be too quick to condemn this desire on the part of our people for greater security; and whether this desire for security becomes a tremendous incentive for productive work, or whether it leads to demands for the guaranteed life, depends on whether management makes use of that desire to win cooperation or whether it fights that desire and lets workers look elsewhere for the answer. We know that people are going to seek the answer for their needs somewhere.

"I believe the answer lies largely in how rapidly and how well we as business managers can solve the problems of human relations, and how complete a job we do in developing a constructive program regarding economic security in its total sense.

"This job cannot be done by any government agency. Experts and consultants in the field of industrial relations cannot do the job—they can only be of help. It can only be done by you and me, in our own shops. We must work at the job with our eyes focussed on the future rather than on today. If we have the will to do it in our hearts, it can be done."

The Information Division prepared and issued newspaper and radio-TV releases, covering highlights of Mr. Hudson's remarks to 269 Pennsylvania newspapers, 168 radio-TV news directors in Pennsylvania, the canning trade journals, and national, state and local wire services.

Growth of Canned Foods

Executive Secretary Carlos Campbell also addressed the Pennsylvania Canners, speaking on the prospects for expanded sales of canned foods. Based on the production and consumption figures of the past 20 years, Mr. Campbell's contention was that prospects for expansion are very promising. He pointed to the fact that the increases in canned fruits and vegetables consumption have outstripped the population increases. The economies of production and marketing achieved by canners have enabled housewives to obtain canned fruits and vegetables much more economically than foods in any other form, he stated, pointing out that retail prices of canned items are only about 60 percent higher than 20 years ago, whereas fresh fruits and vegetables are 2½ times higher.

Preparation and Labeling of Breaded Meat Products

The Meat Inspection Branch of USDA has sent instructions regarding the preparation and labeling of breaded meat and meat food products to inspectors in charge of meat inspection and to owners and operators of official establishments. The instructions state, in part:

"The amount of batter and breading used as a coating for such products as 'breaded ham sticks', 'breaded beef sticks', 'breaded beef steaks', 'breaded chopped pork steaks', 'breaded veal cutlets', 'breaded chopped veal steaks' and the like shall not exceed 30 percent of the weight of the finished breaded product.

"When used, the ingredients of the batter and breading shall be shown in the order used in an ingredients statement."

Grades for Canned Okra

Notice is given in the *Federal Register* of November 21 that the Agricultural Marketing Service of USDA proposes to revise U. S. standards for grades of canned okra.

The proposal would recognize two types of canned okra. The product which has been partially fermented before processing would be identified as Type I, while the product processed without fermentation would be identified as Type II.

In addition to whole and cut styles, the standards would provide for whole salad style consisting of whole pods with stems attached.

The fill of container would be redefined and a method outlined for determining compliance with minimum drained weight recommendations. Minimum drained weight recommendations would be provided for additional container sizes in general use.

Clearness of liquor and flavor would be deleted as factors which are rated by score points. Provisions relating to flavor would be provided for in the definition of normal flavor. The condition of the liquor would be considered in its relation to the maturity of the pods and the type of the canned product.

The factors of color, size, defects, and character would be redefined and other changes made in the text for clarification of the provisions of the respective grades. The grades for canned okra would be designated as U. S. Grade A or Fancy; U. S. Grade C or Standard; and Substandard.

Persons interested in the proposed revision may submit views and comments during the next 60 days to the Fruit and Vegetable Div., Agricultural Marketing Service, U.S. Department of Agriculture, Washington 25, D. C.

Text of USDA Standards for Chopped Ham

Following is the text of the order of the Agricultural Research Service of USDA establishing a definition and standard of identity for chopped ham, as published in the *Federal Register* of November 17:

TITLE 9—ANIMALS AND ANIMAL PRODUCTS

Chapter I—Agricultural Research Service, Department of Agriculture

Subchapter A—Meat Inspection Regulations

PART 28—DEFINITIONS AND STANDARDS OF IDENTITY

CHOPPED HAM; IDENTITY; OPTIONAL INGREDIENTS; LABELING

Pursuant to the authority conferred by the Meat Inspection Act, as amended (21 U.S.C. 71-91) and section 306 of the Tariff Act of 1930 (19 U.S.C. 1306), Part 28 of the meat inspection regulations (9 CFR Part 28, as amended) is hereby amended by adding thereto the following section:

§ 28.3 *Chopped ham: identity; optional ingredients; labeling.* (a) Chopped ham is the semi-solid meat food product, in the form of a compact mass with a limited amount of cooked out juices, which is prepared with ham, curing agents, seasonings and any of the optional ingredients listed in paragraph (b) of this section, in accordance with the provisions of subparagraphs (1), (2), and (3) of this paragraph.

(1) Fresh ham, cured ham, or smoked ham, or a mixture of two or more of such meat components may be used. The weight of the cured chopped ham prior to processing shall not exceed the weight of the fresh uncured ham and fresh uncured ham shank meat if any is used, exclusive of the bones and fat removed in the boning operations, plus the weight of the curing ingredients and 3 percent moisture.

(2) The curing agents which may be used, singly or in combination, are salt, sodium nitrate, sodium nitrite, potassium nitrate, and potassium nitrite. When sodium nitrate, sodium nitrite, potassium nitrate or potassium nitrite is used, singly or in combination, the amount thereof shall not exceed that permitted in § 18.7 (k) of this subchapter.

(3) The seasonings which may be used, singly or in combination, are salt, sugar (sucrose or dextrose), spice, and flavoring, including essential oils, oleo resins and other spice extractives.

(b) Chopped ham may contain one or more of the following optional ingredients:

(1) Finely chopped ham shank meat (fresh, cured or smoked, or a combination thereof) to the extent of not more than 25 percent over that normally present in the boneless ham.

(2) Water, for the purpose of dissolving the curing agents, and not in excess of the amount permitted in paragraph (a) (1) of this section.

(3) Monosodium glutamate.

(4) Hydrolyzed plant protein.

(5) Corn syrup solids, corn syrup and glucose syrup, singly or in combination, in an amount not to exceed 2 percent (calculated on a dry basis) of all the ingredients used in preparing the chopped ham.

(6) Disodium phosphate, sodium hexametaphosphate, sodium tripolyphospate, sodium pyrophosphate, and sodium acid pyrophosphate, singly or in combination, in an amount not to exceed that permitted in § 18.7 (r) of this subchapter.

(7) Ascorbic acid, sodium ascorbate, isoascorbic acid or sodium isoascorbate in amount not to exceed that permitted in § 18.7 (s) of this subchapter.

(8) Dehydrated onions or onion powder.

(9) Dehydrated garlic or garlic powder.

(c) The label shall bear the name "chopped ham".

The purpose of the foregoing amendment is to provide a definition and standard of identity for chopped ham. This will permit simplified labeling since it will allow the industry to omit ingredient labeling for this class of product. This amendment adds no new requirements but does relieve certain restrictions previously imposed which are no longer necessary to protect the public. The amendment should be made effective immediately to be of maximum benefit to persons subject to such restrictions. Accordingly, under section 4 of the Administrative Procedure Act (5 U.S.C. 1003), it is found upon good cause that notice and other public procedures with respect to the amendment are impracticable and contrary to the public interest and since the amendment relieves restrictions it may be made effective less than thirty days after publication in the *Federal Register*.

The foregoing amendment shall become effective on November 14, 1956.

(Ch. 2907, 34 Stat. 1264, sec. 306, 46 Stat. 689; 21 U.S.C. 89, 19 U.S.C. 1306)

Done at Washington, D. C., this 14th day of November 1956.

[SEAL] M. R. CLARKSON,
Acting Administrator,
Agricultural Research Service,
Department of Agriculture.

Special Action on Corn

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Deputy Administrator of AMS, in remarks that closed the session, expressed the appreciation of USDA for having industry efforts tied into the Departmental program and felt that the joint meeting would result in sharpened and improved activities on all sides.

The following USDA personnel represented the government in the conference:

Agricultural Marketing Service—Roy W. Lennartson, Deputy Administrator; G. Chester Freeman, Chief, Food Trades Branch, Food Distribution Division; A. E. Browne, Fruit and Vegetable Division; Charles M. Ernst, Food Trades Branch, Food Distribution Division; Phillip Fleming, Marketing Information Division; Martin Garber, Director, Food Distribution Division; and DeVoe Willard, Food Trades Branch, Food Distribution Division.

Consumer-Distributor Marketing Branch, Federal Extension Service—Ruth Hodgson; Sharon Hoobler, Chief; and Gale Ueland.

USDA Information—Harold Lewis, Assistant Director.

Those from industry were the following:

American Can Company—B. R. Wood, General Sales Department, Food Container Division, New York, N. Y.

Can Manufacturers Institute—John Dingee, General Manager of the Marketing Bureau, New York, N. Y.

Continental Can Company—Bernard Zwirn, Advertising and Sales Promotion, New York, N. Y.

Glass Container Manufacturers Institute—R. L. Cheney, Director, Market Research and Promotion, New York, N. Y.

Natinal Canners Association—Carlos Campbell, Executive Secretary; Nelson H. Budd, Director, Information Division; Katherine R. Smith, Director, Consumer Service Division; and R. B. Heiney, Assistant to the Secretary.

Dudley-Anderson-Yutzy (agency for N.C.A.)—Don Callahan and Jean Way Schoonover.

At the close of the session the USDA Information Division issued the following press release:

"Members of the canning trade met today with officials of the U. S. Department of Agriculture to coordinate marketing plans for the record supply of canned sweet corn available this marketing season.

"They agreed to pool their activities in a sustained marketing drive over the next several months, with a peak promotional period from January 23 to February 2. Members of the industry, who conduct various promotional activities independently, agreed to gear their efforts to this schedule to secure maximum total effects.

"Assistant Secretary of Agriculture Earl L. Butz praised the industry's determination to develop a wider market for their product.

" 'I am happy to see,' he said, 'that you are coordinating your merchandising efforts to help boost demand, as a means of dealing with the current plentiful supply of your product. This approach to the problem of plentiful food supplies, in our opinion, offers the most promising opportunities for successfully solving them. The Department, I can assure you, will use all of its facilities to help you in your marketing efforts.' "

Trade Promotion

A proposed merchandising program for the 1956 pack of canned corn was issued by N.C.A. this week and mailed to the distributor groups. The outline gave information on the concentrated editorial efforts now being directed at consumers, and enumerated a number of suggested store display ideas, as well as advertising ideas and copy headlines. In many instances this merchandising bulletin will be reproduced in the membership bulletins of the distributor organizations and in some cases is being mailed to the distributor units direct.

Copies were sent also to corn canners with the suggestion that they be used in their own individual selling efforts.

Consumer Promotion Mailings

The Consumer Service Division this week made a special mailing to 45 home economists of food companies, associations and agencies which prepare advertising, releases and recipe materials.

A copy of the fact sheet giving information about the 1956 canned corn pack was sent to each. The covering letter pointed out the versatility of canned corn in combination with other foods, and suggested that the home economist combine canned corn with the products of her firm in publicity releases.

The Division also sent out a special mailing of corn recipe releases and photographs to food editors of metropolitan newspapers. The mailings were timed to arrive on the desks of food editors at the same time they received the C.&T.R. clipsheet about canned corn which supplies information and special stories for the editor's use. The recipe release titles were:

"There's Corn on Your Pantry Shelf—Or There Should Be," "Canned Corn Highlights Miracle Menu," "Cavalier Menu for Family or Friends," "Canned Corn Tops in Quality and Flavor," "Canned Corn Makes Mealtime Easy," "Corn Is Everybody's Favorite," and "Corn's Calling to You!"

Recipes were "Victory Corn Pudding," "Herbed Pork Chops and Corn," "Shrimp Corn Marquess," "Zucchini Succotash," "Slick Trick Corn Casserole," "Macaroni and Cheese with Vegetables," and "Chalfonte Corn and Chicken Bake."

The recipe releases were sent nationally to 345 leading metropolitan newspapers with a total circulation of about 40 million.

Work has been done on an individual basis for several writers. Present indications are that there will be a good number of corn features appearing in national magazines around the first of the year.

Canned Corn for School Lunch

Purchase of 137,172 cases of whole kernel corn in No. 10 cans was announced by the USDA on November 20. The purchase involved about $550,000 of funds appropriated under the National School Lunch Act.

All of the corn was purchased at an average price of $3.9762 per case f.o.b. shipping points. Cash discounts were taken into account in making awards, USDA said.

Frank A. Estes

Frank A. Estes, 59, general sales manager of Bercut-Richards Packing Co., Sacramento, Calif., died November 14.

Mr. Estes joined Bercut-Richards in 1948 and was actively in charge of sales until the time of his death. Earlier in his career he had been associated with Olympia Canning Co., Olympia, Wash., Filice & Perrelli Canning Co., Inc., Richmond, Calif., and the California Packing Corp., in San Francisco.

Mr. Estes was active in N.C.A. affairs. He was a member of the Association's Foreign Trade Committee four years, 1945-49. In 1953 he was appointed a member of the Quartermaster General's industry advisory committee on canned fruits and vegetables.

Program on 1957-Crop Rice

USDA on November 20 announced the following actions on rice:

(1) Proclaimed a national acreage allotment of 1,652,596 acres, the minimum permitted by law and the same as the final allotted acreage for the 1956 crop. Had the allotment been determined on the basis of the law's supply formula, the 1957 acreage would have been reduced to 1,197,802 acres.

(2) Proclaimed marketing quotas for the 1957-crop, the total supply of rice being 58.1 percent above the normal supply and 43.7 percent above the marketing quota level.

(3) Determined that the "certificate" or "two-price" marketing program will not be in effect for the 1957 crop.

(4) Set the minimum national average support price at $4.43 per hundredweight, which is 80 percent of current parity, compared with $4.57 per hundredweight for 1956-crop rice.

(5) Set December 11 as the date for a referendum to determine producer approval or disapproval of quotas.

USDA said that a year ago CCC had approximately 13,000,000 hundredweight of rice in inventory. At present USDA has committed all CCC stocks of rice against eight actual sales or export programs for future delivery.

Canned Foods in A-Test

A special exhibit of the nuclear tests of canned foods in 1955 is on display at the Canned Foods Advisory Bureau, London, England. The exhibit was set up by Captain R. F. Rooke, public relations director of the Bureau, from materials furnished him by the N.C.A. Research Laboratories and Information Division. It consists of a small-scale model of the civil defense test area of the Nevada nuclear test site, featuring the buildings and other structures and the 18 locations and various conditions of exposure of the tin and glass packed samples, along with before-and-after blown-up photos, and seven of the containers that had gone through the tests.

Captain Rooke reports that the exhibit has attracted a great deal of attention and that about 100 English newspapers and trade magazines have published stories about the tests from press releases he issued, patterned after the releases that have been put out by the N.C.A. Information Division.

Ripening Apples in Storage

Research work was done at Cornell University "to determine the effect of ripe apple vapors on preclimacteric apples, to study the effect of restricted ventilation on 'auto-stimulation' of preclimacteric apples, and to evaluate air purification by various means at cold storage temperatures." The work was reported by Cornell University.

"Several lines of evidence are presented to support the view that apple volatiles may be influential in ripening apples at storage temperatures.

"The vapors of ripe apples aspirated over preclimacteric apples made them respire and soften faster.

"Air purification with activated carbon, sulfuric acid, and sodium hydroxide slowed down the ripening of preclimacteric apples in a recirculation system. Presumably auto-stimulation (in the absence of ripe apples) was checked by air purification. These results also support the view that nonethylenic volatiles are involved in stimulation since these materials do not remove ethylene in appreciable amounts.

"Apples in open crates did not ripen as fast as those with slightly restricted ventilation.

"Fruit firmness variability is greater during the first six or eight weeks of storage. This suggests that the more mature apples stimulate the ripening of the less mature apples during the early storage period.

"Air purification with activated carbon may add as much as a month to the storage life of preclimacteric apples from the standpoint of firmness. Sometimes the effect is less than this and with post-climacteric apples it is nil.

"Scald control with any air purification agent is inadequate."

Orchard Management Practice

Four different orchard cultural management systems were initiated at the beginning of the growing season of 1952 in Illinois in order to study their variable effects upon available soil moisture. The main objective of this study was to evaluate some of the limiting factors and their consequential effects upon growth, yield and quality of the fruit.

The results of this study, as reported by the University of Illinois, show "that critical moisture deficiencies occurred at intervals throughout these three growing seasons, but not all of these conditions which limit growth and maximum development of high quality fruit may be expected to be repeated every year in this region. The rainfall distribution was such that drought, coupled with infrequent rainfall, occurred at vulnerable periods for normal growth and development of the trees and fruit. Excess dropping of fruit occurred in 1953 and 1954, and there was difficulty in bringing the fruit to marketable size. The real need for conservation of all possible available soil moisture was evidenced.

"These data also demonstrate that available soil moisture can be conserved in the soil during the developmental periods of the fruit by means of certain management practices. It is indicated that the transpiring area of the orchard grass sod cover needs to be reduced during the early part of the growing season. The manner in which this retardation is accomplished need not injure or permanently damage this cover which could indirectly result in a consequent reduction of initial productivity of the soil. Under the experimental conditions of this study, the cultural treatments involving use of the cultivator proved to be more effective in conserving available soil moisture; however, there is strong evidence to indicate that the continued use of the unmowed system of culture may have a cumulative retentive effect on available soil moisture."

Control of Weeds in Spinach

A number of herbicidal treatments have been tested in western Washington to determine their efficiency in the control of weeds in spinach under a variety of conditions and to determine the effect of different rates, application at different times, in different quantities of water, on both spring and fall crops. The Western Washington Experiment Station reports:

"Four pounds of IPC or 1 pound of 3-chloro IPC applied in 25 or more gallons of water per acre efficiently controlled smartweed, chickweed, and annual grasses. Control of lambs-quarters, redroot, or wild mustard was less efficient.

"IPC, and in fact most herbicides, gave more efficient weed control on fall than on spring spinach.

"Spinach tolerated up to about 10 pounds per acre of actual IPC without yield-suppressing injury.

"The visual system of rating injury to weeds and spinach plants proved a valuable and accurate preliminary method of measuring the effectiveness of herbicide treatments.

"Some treatments, including pentachlorophenol, sodium isopropyl xanthate, and calcium cyanamide proved less efficient than IPC or 3-chloro IPC, but might prove practical commercial treatments under slightly different environmental conditions."

Greenleaf Letter Repudiates Damaging Cancer Implication

The N.C.A. has protested an article in the October 5 issue of *The Saturday Review* of Literature which had implied cancer risks to consumers of canned vegetables arising from added chemicals. The letter correcting the erroneous impressions conveyed by the article was written by C. A. Greenleaf, Associate Director of the Washington Research Laboratory, and was published in the November 3 issue of *The Review*. The letter follows:

The section on "Food and Cancer" (*SR* Oct. 6) gives full scope to the alarmist school of thought as represented by the Rome symposium report, Dr. W. C. Hueper's paper, and your own interpretive comments. At the time of the Rome symposium, and since, Dr. Hueper's paper was widely quoted because of its sensational implications. A few reporters noted that quite a different view was presented by Dr. Arnold J. Lehman, Chief of the Division of Pharmacology of the Federal Food and Drug Administration. Dr. Lehman does not accept the view that our food supply is dangerously contaminated with untested chemicals, and he is in an excellent position, first, to know what is being used and, second, to evaluate the pharmacological evidence available. However, such views do not make dramatic copy, either for the newspapers or, evidently, for your type of scientific presentation. We are informed that Dr. Lehman's views will be set forth in detail in an early *Quarterly Bulletin of the Association of Food and Drug Officials of the United States*, and I hope you will take occasion to look it up.

The box on page 62, headed "Commonsense Precautions," is a curious statement indeed. After conceding that there are at present no chemicals in American food which are definitely known to provoke cancer in man, it lists "a few items which bear watching." Surely this will be understood as a warning not to use these items; nothing could result from merely watching them. This has a horrid odor of hit-and-run journalism.

One of the items on the list reads "Canned vegetables (frozen ones have no added coloring)." Unless these are weasel words, they say that canned vegetables have added coloring. That is at least 99.9 percent untrue. There is a trifling amount of two or three vegetables containing artificial color packed in large institutional size cans, but they do not reach retail stores. The canned vegetables that you and I buy and eat (and some 5 billion cans were sold last year) do not contain artificial color. Yet they come under your blanket indictment.

The problem of screening and ensuring the safety of chemicals used in the production and processing of food is engaging the earnest thought and best efforts of food officials, legislators, and the food and chemical industries. There is every reason to believe they will succeed, but this will not be hastened by alarming conjectures and reckless accusations.

C. A. GREENLEAF,
Associate Director,
Washington Research Laboratory,
National Canners Association.
Washington, D. C.

Regulator Treatment of Limas

Extensive work has been carried on at the Delaware Agricultural Experiment Station to evaluate the effect of 14 growth regulators as well as three anti-transpirants, on pod-set in lima beans. This paper, by E. M. Rahn, was awarded the Woodbury Award by the American Society of Horticultural Science.

"Ten field experiments were conducted in 1952, 1953, and 1954 to evaluate certain cultural and growth regulator treatments as to their effect on lima bean yields. Preliminary tests using potted plants were conducted to screen 14 growth regulators, as well as three anti-transpirants, at varying concentrations, as to their value for reducing excessive flower and pod-drop induced by drought.

"In the preliminary screening tests, N-m-tolyl phthalamic acid was the most effective chemical tested. The most effective concentration was 125 ppm, the chemical being sprayed on lima bean plants at 'full bloom' to the point of run-off.

"N-m-tolyl phthalamic acid spray was used as above in seven field experiments at the rate of 100 gallons per acre. An average yield increase of 26 percent resulted. The greatest increase occurred in a planting where a hot, dry period of greatest severity coincided with the pod-setting period. In five experiments where comparisons could be made, the same material was equally effective when applied in dust form.

"A single irrigation (one inch of water) applied at bloom was tested in seven plantings. Average yields were not significantly increased by this treatment. In two plantings, however, where a hot, dry period of moderate severity coincided with the pod-setting period, this treatment appeared to be of some value.

"Full irrigation—where available soil moisture was maintained above a minimum of 75 percent of field capacity—was tested in seven plantings and significantly increased average yields 35 percent.

"Cultivation at bloom tested in seven plantings, and straw mulching tested in five plantings, had no significant effect on yields."

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